Practical Case Studies & Know-How

MarketingSherpa

EXCERPT

B-to-B Lead Generation Handbook

Practical instructions to generate, qualify and nurture new business leads based on proven, real-life marketing

Note: This is an authorized excerpt from the full B-to-B Lead Generation Handbook. To download the entire Handbook, go to: http://www.SherpaStore.com or call 877-895-1717

Introduction

Welcome to the final stages of the business-to-business marketing revolution.

"We actually didn't have a marketing organization before 2002, I think, not really. There weren't marketing activities per se. There were communication activities. Then, they implemented a closed-loop marketing system. It's the only way we could start to see what's effective."
– Inga Broerman, Director, Customer Communications Interactive Media, Siemens Medical Solutions

"My company, before I got there four years ago, equated marketing with print advertising – one and the same. But I've drunk the Kool-Aid and I believe there's a better way."
– Fred Sitter, Marketing Director, Duro-Last Roofing

"Before 2004, largely we were a trade show and press release company. Not unusual. The marketing team had very, very low morale. We had no credibility with our sales team whatsoever, and our executives looked at us as a cost of doing business, and that cost was going down. [Then] we changed the vocabulary of marketing – got away from subjective terms and embraced numerical equivalents. If you will, get away from the art of marketing and embrace the science of marketing."
– Bill Rozier, VP Global Marketing, Ciena

Since the year 2000, B-to-B marketing has undergone dramatic changes – in strategy, budget, measurement, philosophy, and tactics. Although the Internet has certainly been a big part of these changes, it's by no means the only factor. In fact, we have seen three concurrent factors transform the profession:

#1. Reduced Field Sales Force

Even in growing organizations, field sales have bigger pressures than they did in the past. They're focused solely on closing deals this month or this quarter; so, they have little or no time for long-term prospect research and nurturing.

At the same time, in many marketplaces, the sales consideration cycle grew longer, often in part because more voices have been added to the purchasing committee.

A chasm of weeks, months, and, sometimes, more than a year, grew between the time when prospects might begin considering a purchase and the time when it made sense for field sales to get involved in the account. Marketers around the world began to worry about this growing gap and to assign resources to solve the problem.

Marketing largely took over the role of lead qualification, cultivation, and nurturing from sales. In an increasing number of organizations, this meant that marketing took over – or built from scratch – inside sales organizations or telemarketing groups to qualify and interact with leads not-yet-ready-for-primetime.

#2. Management Cost-Cutting

B-to-B marketers didn't leap into online marketing largely before their B-to-C peers did because they are early adopters who thought it was awfully neat. They leapt in order to save their jobs.

In the dark days of late 2000 through 2002, nearly every B-to-B marketer we spoke to was focused on a single goal: to get more leads at a lower cost. Management was sure that marketing costs were too high; a marketer who kept his or her job was one who showed how much money they saved the organization.

This intense cost-cutting pressure was the top reason why Internet and email marketing took off so hard and fast in the business-to-business community. In fact, the differences between the consumer marketplace and B-to-B at that time were profound. During the recession, most consumer marketers avoided risk and stuck with tried-and-true tactics. Consumer packaged goods companies' Internet budgets were well under 5% of their total marketing budget.

However, B-to-B marketers who had always had less credibility with management were out on a limb and forced to try risky new tactics. The easiest way to save money was to replace old media with cheaper new media. That meant replacing print brochures with PDFs, postal-mailed newsletters with emailed newsletters, road shows and seminars with webinars, and print ads with online advertising, including search. In just 24 months, Internet marketing leapt from nothing to a double-digit percent of budget for the typical B-to-B marketer.

The fact that online tactics actually worked as well – and, in some cases, better than – as the tactics they replaced was an unexpected reward. The perfect mixture of online plus offline tactics, based on what works best rather than what costs the least, would take a few more years to evolve.

#3. "Measurement" Culture

Although B-to-B marketers had always included some direct response marketing – such as direct mail packages and trade-show fish bowls – in their mix, the field as a whole had very little culture of measurement. But measurement is part and parcel of Internet marketing. The metrics may not be useful or even accurate in many cases ... they are, after all, numbers.

There's a tremendous charm in being inundated with data when, for years, you've been forced to define your strategies and tactics with smoke and mirrors alone.

Suddenly, the marketing department could report on email open rates, Web site visits, PDF downloads, ad clicks, etc. The idea that everything – including offline tactics and sales lead quality – can and should be measured was born. Sorting out which numbers were actually useful ones, learning how to let data drive tactics, and how to present data to management in a way management adores ... that would take more years.

Beginning with MarketingSherpa's first business-to-business Case Study in May 2000, our first B-to-B marketing Benchmark Guide in 2003 and the launch of our annual B-to-B Demand Generation Summit in 2004, our researchers and reporters have had the honor of a front-row seat at this revolution.

We interviewed and surveyed marketers at more than 10,000 organizations in the US and Canada, ranging from the very biggest Global 100 teams to tiny one-person departments on a sharp growth curve. You gave us the behind-the-scenes tour of your strategies, tactics, and measured success (as well as failures). You shared creative samples, tips on office politics, test results, practical advice, and real-life numbers.

The Handbook is the culmination of tens of thousands of hours of peer-driven research into the field. We sought to make it very hands-on practical. Advanced marketers should find inspiration to keep response levels high and stick to strategic best practices. If need be, you can also point to the Sherpa Handbook when making a case for Best Practices within your own organization (sometimes having third-party backup helps push the decision in your favor). You can also use this Handbook to train your junior staff, many of whom may not have the benefit of specific training in B-to-B, or, perhaps, training outside their tactical specialty.

Our goal is to make your job easier and to help you improve your results. Got feedback? Please contact us so we can continue to grow this body of practical knowledge for the benefit of all B-to-B marketers.

The Editors

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Executive Summary

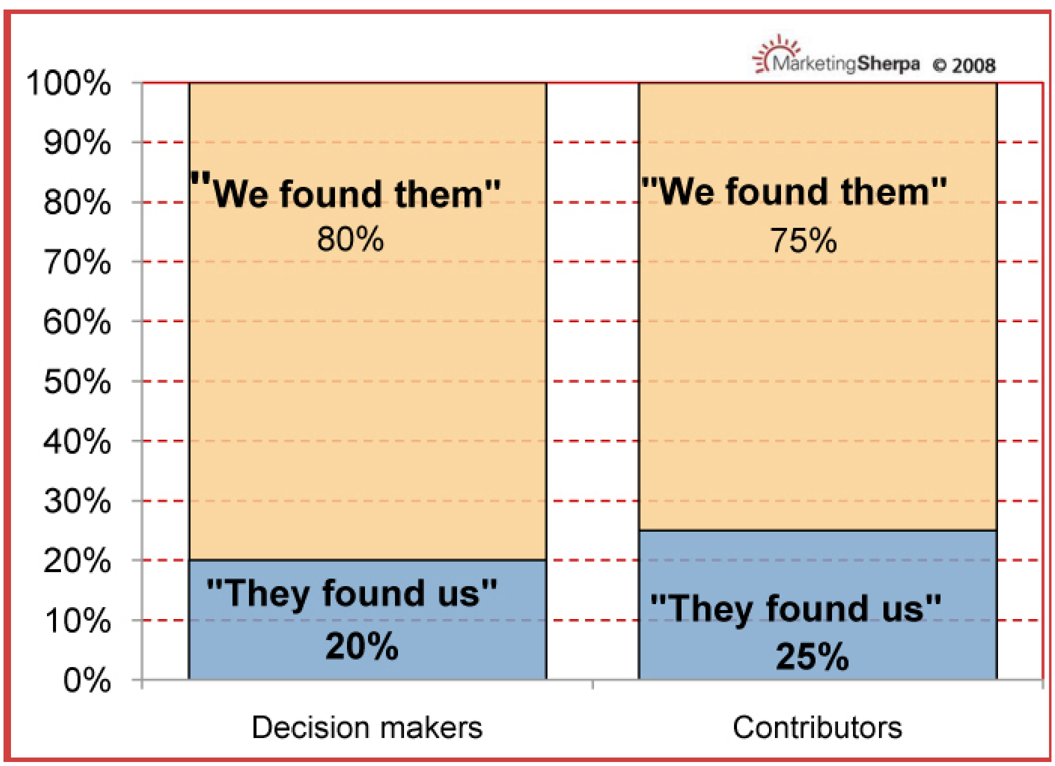
Multiples: Committee Members, Media, Campaigns & Offers

Although most campaigns should be razor focused toward one thinly-sliced demographic, in reality, this probably means you're selling to multiple types within that demographic – the committee. That committee could be formal or informal. Its size depends on how considered the purchase is, how large the organization making the purchase is and how risky the purchase is perceived to be.

Complex purchases made by large organizations in risky environments spawn enormous committees. Even fairly simple purchases made by smaller organizations wind up involving two-three people though – often, a user, a buyer and an approver. If you're marketing to really tiny businesses, those roles may all be assumed by one person ... but that doesn't mean you don't have to address their varying concerns and passions as they put on each of the three hats during the purchase process.

So, your campaigns, the media they run in and the offers they dangle must be multitudinous as well. Single-shot campaigns targeting a sole business buyer via a single medium are no longer successful. This trend has become exacerbated by the fact that prospects have taken finding vendors and suppliers into their own hands.

Chart 1: Did the Customer Find the Product Vendor or Vice-Versa?



Source: Business Products Buyers Survey, March 2007
Methodology: Fielded in March 2007 to SSI's Business-to-Business Panel. N=478

Prospects don't go looking for a new vendor when you happen to have a product launch or upgrade, or when your sales budget shows you need 100 new leads in the hopper. They go looking when they are ready to and for as long as they feel they need to. That unpredictable window of opportunity is always opening somewhere in your target market ... you just don't know where.

Therefore, big, splashy annual marketing campaigns have given way to year-round sustained visibility. This way, whenever the prospect decides to go looking, there you are, waving your arm for their attention. Tactically, this may mean switching from an annual four-color two-page spread in the top trade magazine to a 12x run of half-page black-and-white ads. Or taking a much smaller booth at a giant national show so there's enough budget left over to get small booths at more niche events year-round.

Picking the Best Offer for a Particular Media Buy: 5 Considerations

Highly targeted campaigns work best with a single offer – so the decision is "Yes/No" instead of "Which one?/No." However, in order to capture all the leads you deserve, you need to have multiple offers all out in the marketplace at the same time. It's a bit like fishing – you need to bait your hook with different worms and lures for different sorts of fish.

You have five considerations when selecting the right offer for each particular campaign and media:

CONSIDERATION #1. TARGETED VERSUS BROAD AUDIENCE

By nature of your media buy (or list choice) is this audience already very targeted, so you can predict what sort of offer is best for them? In this case, pick the offer they're most likely to say yes to that moves them further down the sales cycle. This offer may be of broad appeal because the list itself is so focused.

Is the audience qualified but broad in that they may be at a wide variety of points in the sales cycle or in the decision-making tree? For example, this might be everyone who visits your Web site homepage, or niche trade show booth. In this case, you may display a buffet of options so they can self-select which is the best for their needs. The total buffet is of broad appeal because there's something for everyone.

Is the audience broad and not entirely qualified? This might be a general industry publication or broad interest Web site wherein a segment of the readers is perfect for your offering, but the rest are not. In this case, you would make a targeted offer most likely to appeal to just the qualified names on that list and hope they'll self-select to enter your sales funnel. Base your response math on the percent response you want from qualified names, not on the total name universe. The offer should be of limited appeal because non-qualified respondents only cost you more money in the long run.

CONSIDERATION #2. THE ATTENTION HUMP

How distracted are the people in this universe and in the environment in which your offer will appear? Are they actively searching for you, either via a search engine, using search on an industry site, or by visiting your own site(s)? If so, you can rest easy because you have their attention; you just have to fulfill against it.

However, if the audience is not looking for you, but is involved in something else (reading an article, walking through a conference hall to get to lunch, etc.), you have to wave your arms a bit in your creative to get attention. Some creative teams take this literally by using loud graphics, motion, sounds. However, this doesn't work in every marketplace (IT staffers and engineers are among the demographics that despise marketing "hype"), and, if you're advertising to a broad-not-qualified audience, you'll want to tone it down and rely more on copy and offer to attract the interest of just the right people.

Competitive intelligence can be a big help for the attention hump. If you review the ads (or booths) your competitors place in the same media, you'll probably notice that most look and sound pretty much alike. You can get an incredible response lift by simply differentiating your message – in a manner that suits your brand's dignity – and making your creative stand out. Standing out doesn't need to be hypey or "megaphoney" – if all the other full-page ads are blue with lots of photos and yours is black and white with heavy text, you've done the job.

For the rest of the tips, please consult the Handbook. **Click here**

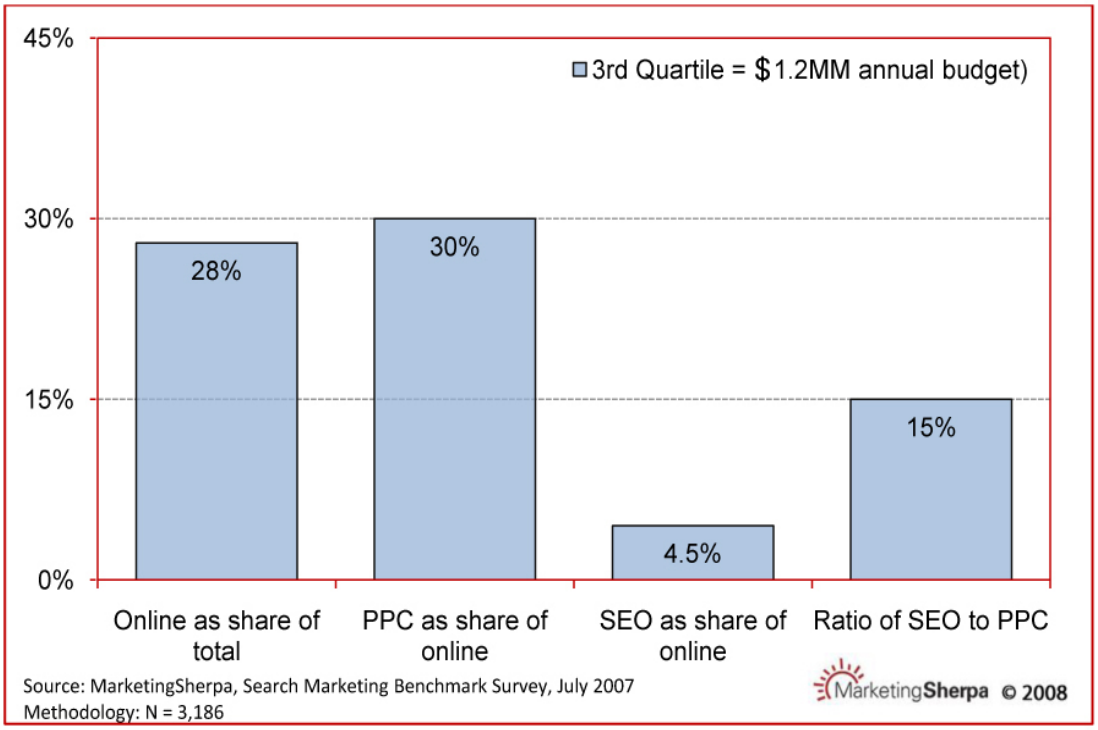
Search Engine Marketing

Back in 2000, MarketingSherpa published our first Case Study on search engine advertising. It was about a B-to-B marketer placing banners on Yahoo!. Google text ads didn't exist yet, but within a month of Google's ad launch, we researched and published a Case Study about them, too. They were so psyched to be covered, they emailed us a thank-you letter. Within a year, the world B-to-B marketers knew changed forever. Search suddenly became a significant part of everyone's budget.

On the next chart, you can see real-life data from thousands of B-to-B marketers who told us their search marketing budgets in July 2007. This is how much marketers with a total $1.2 million marketing budget – including online and offline campaigns across all media – were spending on search then.

It is worth noting that as the size of your total marketing budget goes down, SEO spend as a percent of budget more than doubles while PPC can often hold fairly steady. That's because, for many companies and Web sites, SEO is a fixed cost unless you decide to launch into a radically different marketplace or product offering and need a lot of new pages optimized for new keywords.

Chart 2: B-to-B SEM Budget Percentages - $1.2 Million Marketing Budget



Search marketing is a huge boon to vertical B-to-B marketers because at long last you can reach hard-to-find prospects at the precise point when they are looking for information about your product category.

Even better, you can reach business buyers at all different stages of the buying cycle – from initial explorations to final consideration.

Plus, you can guess at what stage a buyer is in by what search terms they use and/or what pages they click on. So, you have the opportunity to present stage-appropriate materials. Example:

- Early stage search:
  May use broad generic terms, such as "CRM"

- Slightly more considered search:
  May use more defined terms to narrow the results, often by industry, such as "CRM for Manufacturing"

- Later stage search:
  May include a brand name being considered for shortlisting, such as "Siebel CRM for Manufacturing"

The B-to-B search opportunity, although incredibly exciting, is still a bit overwhelming. Many experienced marketers we know are still getting their hands around it. It's especially hard for B-to-B because, initially, most of the agencies and consultants that sprang up focused on mass consumer marketing. If you can make millions for a massive consumer account, why bother with a niche B-to-B account? B-to-B is also a harder beast to learn and measure because of longer sales cycles and committee-based decision making.

B-to-B search may not be super-easy, but it is getting easier. Here are our tips (you'll find our favorite resources in Chapter 6). First, a quick overview:

Table 3: 4 Basic Types of Search Engine Marketing

	SEO	PPC/ Paid Search	Vertical Search Engines & Directories	Contextual Ads
Known As:	Search Engine Optimization, organic listings, natural listings, free listings.	Google AdWords; Yahoo! Directory Listings; & MSN Search Ads. Don't confuse with PPC ads that are not on search engines.	Business.com, ThomasNet, GlobalSpec, LegalEngine.com.	Google AdSense; Yahoo! Publisher Network are the top two.
Pros:	Top-ranked listings get up to 90% of the clicks on the search results page (beating paid clicks). No cost per click. Considered more "trustworthy" by users than paid ads. First choice of prospects in research-mode. Great content & hard work can beat bigger budget competitors.	Control over rank/positioning, copy and landing page. Can use specially developed landing pages. Can beat competitors in auction environment. Can launch a campaign and see results within minutes.	Audience is far more qualified than general searchers. Conversion rate from clicks may be higher. Clicks may be further down the sales cycle. Vertical engines rank high in both paid and organic spots for 100,000s of technical terms on Google, Yahoo! & MSN and funnel that traffic to you. Great for reaching engineers and purchasing agents.	Great for branding and Exclamation Point offers. Extends your reach across the blogosphere and on niche content sites with one fairly simple media buy. Turn on or off in a moment. Good for media research – testing sites you're considering sponsoring or uncovering new sites to sponsor.
Cons:	No guarantee of placement or ranking. Can take 4-6 months to launch campaign and see impact. Hard to control & test copy. Clicks hit your site, not special landing pages. Requires cooperation from your Web/IT department. Hard to unseat competitors who've been highly ranked for years.	If you stop paying for clicks, you're invisible. Positions below top three are close to invisible for most searchers. Not considered as trustworthy as organic rankings by searchers. New competitors can unseat your position in the blink of an eye if they spend more.	It's more work to cast a smaller net and few SEM agencies can handle these well for you. Pricing sometimes not as simple as per click auctions; for best results you may have to load in lots of product info; less important for brand marketing.	Prospects not actively looking for you when they see your ad. For best results, requires different keyword groups, ad copy and auction strategy than normal PPC campaigns. Far less precisely targeted by subject matter than the search engines would have you believe.

Search Engine Optimization (SEO): 5 More Tips

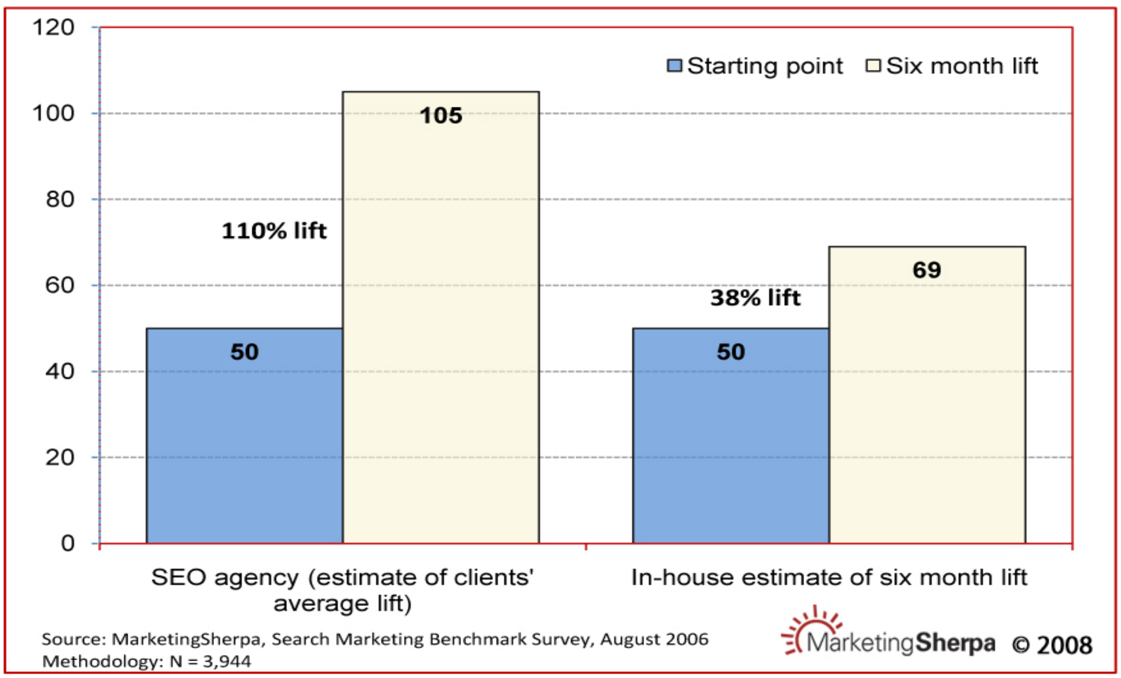
The art and science of SEO are so complex, not to mention ever-changing (albeit in mainly incremental ways), that entire books, associations, community message boards, seminars and trade shows are dedicated to them. Look for our favorite resources in Chapter 6.

Here are our top five tips for B-to-B marketers who oversee SEO as part of their responsibilities:

#1. Hire an agency or consultant for a baseline site review and an ongoing maintenance proposal

Even if you don't outsource to a specialist and your in-house SEO staffers are only "average," you'll see a double-digit TOTAL traffic lift to your site. However, if you can hire an outside specialist who is a full-time optimization expert, your lift may be in the triple digits.

Chart 4: SEO Lift After Six Months of Optimization - Agencies vs In-House



You do the math. If your total site traffic doubles in six months, what might that mean to your bottom line?

Key – when hiring an agency or consultant, B-to-B experience is not as important as is dedicated SEO-experience. You don't want to hire a team that does SEO "on the side" as an addendum to other online marketing activities ... unless the SEO division is fully staffed. Many marketers hire two different agencies for PPC versus SEO and make sure the two teams play well together to take advantage of measurement and keyword synergies.

Also, always determine how many hands-on optimization staff members work at the agency. Ask for a site tour if that helps to clarify things. We've heard many tales of agencies with 10 sales reps generating business handled by one in-house technician. It's an impossible burden, and your account is hurt if that technician unexpectedly quits.

Last, by far the biggest barrier agencies have to success is your in-house Web or IT staff. Without their buy-in and hands-on help in loading new pages, adding bits of analytical code to pages, and sometimes even altering site structure, your SEO project is completely and utterly doomed. Before you hire an SEO firm, get the IT department on your committee and do everything you can to turn them into evangelists for the SEO-project. This must be an equally IT-led project.

One way, invite the most influential person on the team – sometimes this is a naysayer who's sure the team is "too busy" to make the changes SEO requires – to attend an SEO seminar or trade show as your companion. To make the offer more enticing, pick a conference that's being held somewhere fun or exciting (Vegas, London, New York, Miami …). Marketing picks up the entire tab.

Also, give IT veto power over the final choice of consultant or agency. And, start an interactive project calendar with their agreement showing projected dates and ROI results. Every day that IT delays your project can be shown to be costing the company money. If they say, "We need another month because another project came up," you can say, "That's fine, as long as you are aware our company will lose $120,000 in projected revenues in the next 12 months because of this delay. If the other project will make more money than that, then, of course, I'll gracefully bow out of the way."

Remember, IT is overwhelmed with conflicting demands on their time from multiple departments. They won't get perspective of how important your SEO project is to the bottom line in comparison to conflicting projects unless you make it ultra clear to them. Do it in the friendliest possible fashion. These people probably have the toughest jobs in your entire company and, chances are, they're among the smartest people in the building, even if their strategic skills are lacking.

#2. If needed, re-engineer the site's construction for SEO purposes

If search spiders can't find your content, you won't get search traffic. Period.

In addition to adding relevant content to your site that's both open-access and keyword loaded, you may have to change the way the current content is posted so spiders can find it more easily. This could include:

- Moving some content out from behind the registration barrier.
- Ceasing to use session ID variables for critical pages so duplicates of a page's content are not indexed thousands of times, diluting the ranking power of that page.
- Removing accessibility barriers, such as URL redirects that spiders can't follow or using hard-to-spider navigation, such as JavaScript and Flash navigation.
- Shortening and adding keywords to page URLs.

If it's currently impossible for you to get your main site fixed for SEO, then consider launching product and marketplace microsites and/or blogs (you can even create microsites on the fly by using blog technology with a little creativity) that can serve as demand generation devices as themselves, and also then send traffic to your main site when appropriate.

Key – this is NOT a short-term strategy. Getting a brand new URL ranked for important keywords can take six months or longer. The longer the microsite or blog is live, and the more content and inbound links it gathers over time, the more search engines will take it seriously. If you launch a new site for SEO-purposes, consider it a permanent part of your online presence.

For the rest of the tips, please consult the Handbook. **Click here**

Web 2.0 Promotions

Just when you thought you had the Internet under control ... along came Web 2.0. This may be massively exciting for agencies that need new services to sell to jaded clients and geeks who live for anything bleeding-edge. For the rest of us, it's yet another set of campaigns to strategize, launch, manage and measure.

The good news: Much of the so-called Web 2.0 is stuff that's been going on for ages. It's just a new label for activities, such a message boards, email discussion groups, blogs, rich media (audio/video) and personal Web pages that B-to-B marketers already either have under control or have dismissed as ineffective for their brand.

TOP 12 WEB 2.0 TIPS FOR B-TO-B MARKETERS

1. Test again (and again): If you tested a Web 2.0 tactic once in the past and it didn't work, don't assume your results will be true for the rest of history. You need to test major tactics annually. For example, if you tried a podcast and it didn't work two years ago, that doesn't mean it won't be winner now.

2. Just because your brand is bleeding-edge, it doesn't mean your marketing has to be. Your marketing copy can say bleeding-edge things – but via traditional, proven media. Don't get drawn too far off course by new tactics that aren't proven. Certainly run tests, as long as you set up measurements beforehand to determine success or failure. We're stunned by the number of marketers who test new tactics because they are cool, without putting any measurements or specific goals in place beforehand. It's NOT a test if you can't measure results and compare them to other media and tactics! It's just a hobby and, often, an expensive one in terms of time, if not budget.

3. Ask your PR firm or communications experts to continually watch and evaluate Web 2.0 media (Wikipedia, blogs, message boards, etc.), so you can be aware of what people say and think about your brand and key competitors' online. This is equally useful for keyword list building, market research and crisis communications.

4. Given the fact that many executives rely on mobile devices rather than on PCs for primary email communications, if you believe mobile to be Web 2.0, definitely pay attention to this. Consider sponsoring hot mobile news alerts from trade publications or even offering your own. Also, consider what sorts of mobile updates your prospects might find invaluable from your brand. (Probably they are not mere re-sends of your standard email newsletters.)

5. Web 2.0 outlets are great places to spot who's who in the influencer and evangelist community. These are early adopters and self-proclaimed experts whose opinions your prospects may often take more seriously than those of the press and your own marketing materials. You can't use traditional PR methods to influence them. They need to be handled gingerly and with respect. Consider compiling a list of who's who, responding publicly with praise (twice as much as disfavor) to their posts, building one-to-one relationships, inviting them to your user conferences, and even putting on special influencers-only interactive webinars just before major new announcements.

For the rest of the tips, please consult the Handbook. **Click here**

TOP 7 TIPS: B-TO-B WEB 2.0 VIDEOS

Tip #1. Create a YouTube channel to organize your videos

Most video-sharing sites offer free memberships to upload videos. On YouTube, each member's video contributions are organized into "channels," which act as your homepage on the service. Channel pages include:

- A description of the content creator – in this case, your business
- A range of communication options, including the ability for users to email you, subscribe to your channel or share videos with friends
- The channel's history on YouTube, including creation date, total number of videos added and most recent video
- Hotlinks to all videos uploaded by that member

Creating a YouTube channel is simple:

A. Register as a user with your company's name as your YouTube user name.

B. Once registered, you can access the My Account section to change your channel settings to control features, such as allowing user comments.

Tip #2. Make videos with high production values

While the homemade look is fine for the general public, B-to-B videos should employ high-quality, professional techniques to reflect your brand and convey authority.

- BIGresearch partners with a local TV station to use its news anchors to deliver their monthly research briefings on consumer economic and retail trends. "We wanted to be professional and from day one have nice production qualities."

- They also include animated charts, graphics and other images to help illustrate key data points as the presenter describes them, to "make the information come alive," said Drenik.

For the rest of the tips, please consult the Handbook. **Click here**

Where & How Do You Get Great Content?

By "content," we mean any material that is informational in nature and not explicitly a sales advertisement for your product or service. Content could be in the format of a white paper, a YouTube video, an event speech, newsletter article, a press release, etc. It might contain factual information about your product, your happy customers, your thought leadership or it might be about your prospect – how-to tips, industry trends and data.

So many marketing offers rely on content now that marketers often feel more like editors-in-chief than promoters. Even if you're in the minority not using content as a lead-generation incentive, you still have to produce content for marketplace education, lead nurturing, sales marcom and PR. Who could have guessed an English or Journalism major in college would be so useful to a B-to-B marketing career in the 21st century? (Of course, the dream graduate would be equally brilliant at statistical analysis, project management and psychology.)

THE 3 RULES OF CONTENT RELEVANCY

To be a successful editor-in-chief, you have to produce content that your prospects yearn to read, listen to or view. Otherwise, they probably won't bother to, and your content investment is wasted.

First, content has to appeal to its audience's needs and desires. However, most marketers ignore or discount this critical fact. As you can see, most marketers' content initiatives are driven by their own internal needs, such as product updates and marketing cycles and not by what the prospects care about, such as their industry or their position in the buying cycle.

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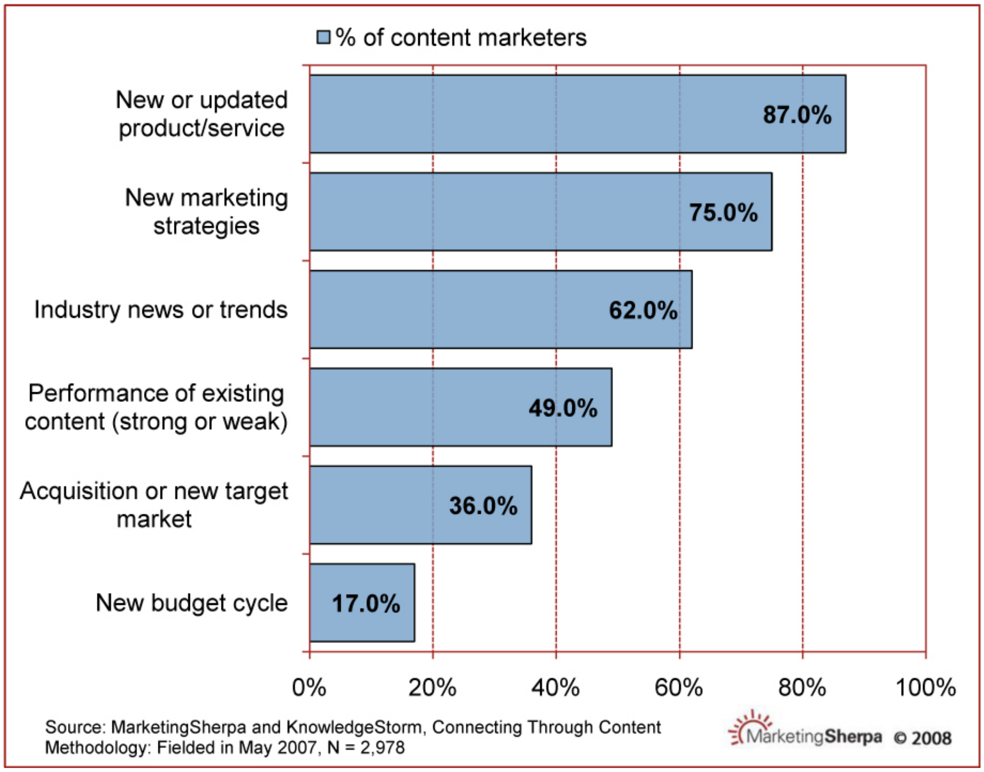
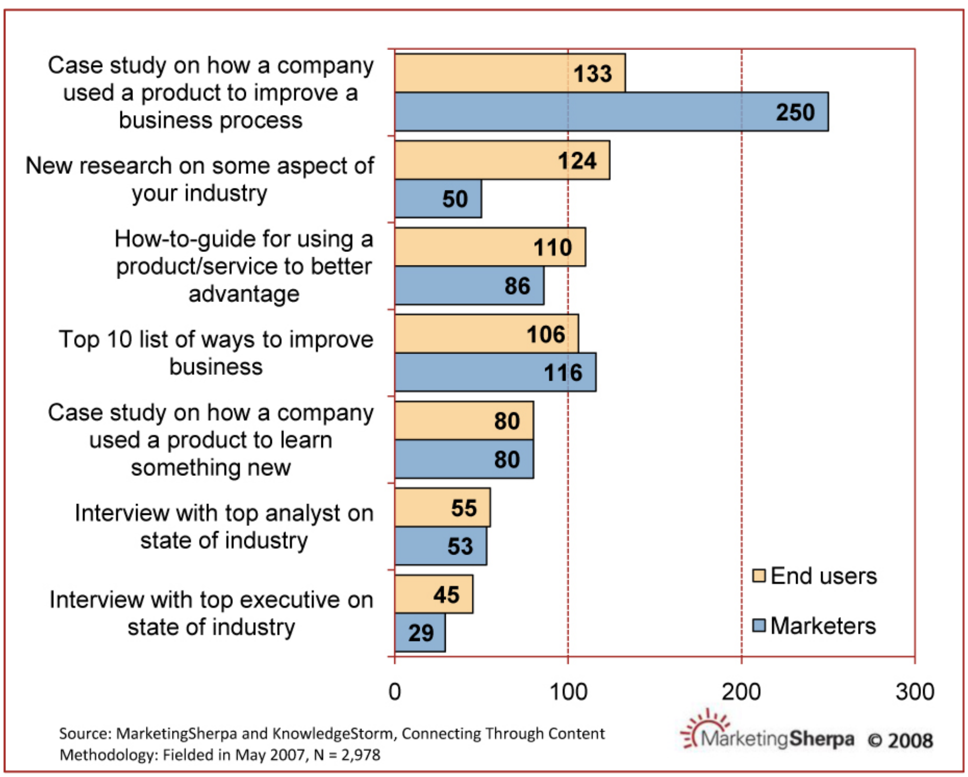
Chart 5: What Triggers Content Updates?



This disconnect between what content marketers think is compelling versus what prospects think is compelling is very clear in this study data from May 2007:

Chart 6: What's the #1 Most Interesting Content? Prospects vs Marketers



Users ranked all of the kinds of content above – this chart just shows the number of people who gave them a No. 1 ranking. Note: audience numbers have been normalized for appropriate comparison.

That doesn't mean you can't create content about yourself – it just means you have to switch both your timing and your focus slightly, so the content appears to be more about them – i.e., focus on relevancy. Here are our three rules of relevancy.

RULE #1. IT'S ALWAYS ABOUT THEM (NOT YOU)

People are by nature self-centered. Prospects don't care about you; they care about themselves. Copywriters call this the "What's in it for me?" syndrome.

Prospects are interested in content about themselves, their income, their industry (as defined by them, not you), their department, their organization, their daily working life and the future of their career. Content becomes must-read (or must-view) by appealing to one or more of these top five job-related emotions:

A. Safety – keep your job, keep your company safe in a risky time, safeguard your department, avoid looking foolish, pick the most careful course of action, peer-vetted, proven, time-tested.

B. Ease – make your job easier, save time, reduce stress, how-to, assistance, help, quick-and-easy, simplify.

C. Greed – salary increases/bonuses, wealth, profits, rewards, more of something, stockpiling.

D. Power – power to convince a boss or committee to agree with you; power to get your budget passed; powerful insights that can change one's direction for the better.

E. Ego – knowing or proving you are better than other people; being recognized as outstanding in the company of your peers.

If you are creating content for a lead generation campaign, your focus should be triply prospect-focused because they have shown no interest in you at all yet. To catch their attention, it really is all about them.

If you are creating content for prospects further in the sales cycle, including those who are visiting your site of their own accord, you can focus more on yourself because you are now more relevant to them. However, that doesn't mean it's 100% about you. You still have to filter all your proclamations about yourself through the prospect's why-should-I-care focus. See our section on copywriting for more tips.

For the rest of the tips, please consult the Handbook. **Click here**

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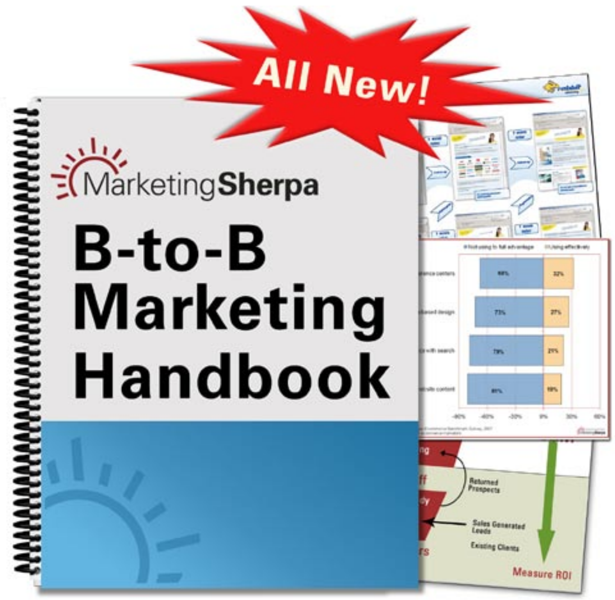

531 Pages

Train Your Team with Practical Instructions to Generate, Qualify And Nurture New Business Leads, Based On Proven, Real-Life Marketing

Includes:

- Step-by-Step Instructions from beginning to end of lead generation campaign
- Over 150 Real-life Case Studies, tactics, how-tos
- 60 Stats, Data Charts and eyetracking heatmaps
- 158 creative samples

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